EXAMINER'S AMENDMENT

Response to Amendment(s)

The Amendment, filed on 8/1/2011, has been entered and acknowledged by the Examiner.

Cancellation of Claim(s) 1-16, 28-30 has been entered.

Claim(s) 17-27 are pending in the instant application.

Response to Argument(s)

Applicant's argument(s) filed on 8/1/2011 have been fully considered but are moot since Applicant's amendment(s) have overcome the prior art of record.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mark S. Bicks on 8/15/2011.

The application has been amended as follows:

In the Claim 7, Line 7 make following changes:

displaying <u>at least one of</u> static and motion pictures ~~and/or~~ <u>and</u> alphanumeric characters

Allowable Subject Matter

A.   Claim(s) 17-27 are allowed over the prior art of record.

The following is an examiner's statement of reasons for allowance:

The prior art of record (most comprehensive prior art of record to Tuma (DE 103 01 424 B3) & Harasawa et al., (U.S. Pub. No. 2002/014442 A1)) teaches a display device, comprising a first flat substrate having first and second opposite surfaces; triggerable pixels of thin-film or thick-film technology on said first flat substrate for displaying at least one of static and motion pictures and alphanumeric characters, said triggerable pixels being triggerable by trigger electronics individually or in groups, a flat illuminant of thin-film or thick-film technology emitting light as a result of being supplied with electrical energy on said first flat substrate and located between said first flat substrate and said triggerable pixels.

However, the prior art of record neither anticipates nor renders obvious to one ordinary skilled in the art the display device comprising the various elements as claimed above in <u>combination</u> with the specific limitation of adhesion closure elements being unitary and one piece with said first flat substrate and extending from said first surface to detachably secure said first flat substrate to a carrier by interaction of said adhesive closure elements with the carrier as set forth in Claim 17.

Claim(s) 18-27 are allowable because of their dependency status from Claim 17.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Contact Information

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hana S. Featherly whose telephone number is (571) 272-8654. The examiner can normally be reached on Monday- Friday, 9 am - 5 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Minh-Toan Ton can be reached on (571) 272-2303. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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